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TO RUEHC/SECSTATE WASHDC PRIORITY 9056
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RUEATRS/DEPT OF TREASURY WASHINGTON DC PRIORITY
RUYNAC/COMNAVFORJAPAN YOKOSUKA JA PRIORITY
RHHMUNA/HQ USPACOM HONOLULU HI PRIORITY
RHHMHBA/COMPACFLT PEARL HARBOR HI//N541// PRIORITY
RHMFIUU/HQ PACAF HICKAM AFB HI//CC/PA// PRIORITY
RUHBANB/OKINAWA FLD OFC US FORCES JAPAN CP BUTLER JA PRIORITY
RHMFIUU/USFJ PRIORITY
INFO RUEHFK/AMCONSUL FUKUOKA 8556
RUEHNH/AMCONSUL NAHA 0897
RUEHNAG/AMCONSUL NAGOYA 5627
RUEHKSO/AMCONSUL SAPPORO 9052
RUEHOK/AMCONSUL OSAKA KOBE 2372
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UNCLAS SECTION 01 OF 02 TOKYO 000182

SIPDIS

STATE FOR I/RF, PA/PR/FPC/W, IIP/G/EA, EAP/PD, R/MR,
EAP/J, EAP/P, PM;
USTR FOR PUBLIC AFFAIRS OFFICE;
TREASURY FOR OASIA/IMI;
SECDEF FOR OASD/PA;
CP BUTLER OKINAWA FOR AREA FIELD OFFICE;
PACOM HONOLULU FOR PUBLIC DIPLOMACY ADVISOR

E.O. 12958: N/A

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SUBJECT: TOKYO MEDIA REACTION - STATE OF THE UNION
ADDRESS

11. LEAD STORIES: Top stories on Thursday morning included a Nikkei report saying that major Japanese manufacturers made sharp profit recoveries in the October-December period in 2009 due mainly to strong demand from abroad.

12. "President Obama Places Emphasis on Job Creation"
The Thursday (1/28) evening editions of Japanese dailies gave top or front-page play to President Obama's first State of the Union Address delivered on Wednesday evening. The liberal Asahi wrote from Washington: "President Obama placed priority on job creation. He pledged to double U.S. exports over the next five years to create two million jobs in America.... Regarding foreign policy, the President noted that North Korea now faces stronger sanctions and warned Iran that it will face more serious consequences." The liberal Mainichi reported from Washington: "The State of the Union Address, two thirds of which was dedicated to employment and economic issues, was inward-looking in content.... On the security front, the President reiterated his plans to begin withdrawing U.S. troops from Afghanistan in July 2011 and to have all of U.S. combat troops out of Iraq by the end of this August." The moderate Yomiuri wrote: "The President put forward his policy of taking realistic measures for the middle class and imposing strict regulations on financial institutions." The business-oriented Nikkei commented: "The address appears to be intended to regain public support by placing emphasis on the employment issue, which is the greatest concern to the American people."

13. "President Obama Determined to Revive Economy,

Create More Jobs" In their noon news programs on Thursday (1/28), the quasi-governmental NHK and all commercial broadcasters aired reports from Washington on the State of the Union Address delivered by President Obama. An NHK correspondent reported: "President Obama pledged to make utmost efforts to mitigate the middle class's dissatisfaction that the recent economic recovery is not benefiting them. He expressed his resolve to make maximum efforts to revive the economy." A TBS reporter said: "President Obama tried to tell the American people that he understands their anger and dissatisfaction. Acknowledging that the recent economic recovery in the U.S. is not necessarily helping improve the livelihoods of ordinary people, the President expressed his resolve to create more jobs for the American people." An NTV reporter said: "The President stressed the need for bipartisan efforts to revive the economy and create more jobs." A Fuji-TV journalist commented: "In his second year, the President plans to make maximum efforts to revive the economy and create more jobs. It will be necessary for the President to revive the economy in order to regain public confidence." A TV-Asahi correspondent noted: "President Obama, whose public support is dropping, expressed his resolve to address such issues as growing state budget deficits and unemployment. In view of increasing dissatisfaction among the middle class, he placed priority on the creation of jobs."

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